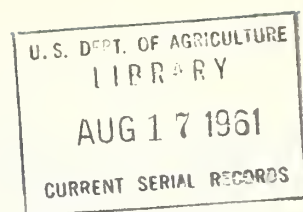


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1962

ACREAGE-MARKETING GUIDES



Winter Vegetables



Winter Potatoes

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
AMG-21

Washington, D. C.
August 1961

FOREWORD

The acreage-marketing guides program is essentially a marketing advisory service for vegetable growers. The program is designed to help growers in appraising the markets for their commodities and developing a realistic planting and production schedule. The guides provide the latest information available concerning the market potential for potatoes and each major commercial vegetable crop and the acreage needed to produce a supply in balance with market requirements.

The guides are prepared by specialists who follow the markets for the different commodities closely throughout the year. They analyse the variations of the market, check production and market opportunities, interpret the past seasons and their meaning for the coming one. All factors affecting the supply and demand for vegetables are given full consideration.

On the basis of this continuous study of the market, specific acreage recommendations are prepared for each vegetable. These recommendations are the best possible estimates of the acreage needed to provide adequate supplies - enough to satisfy consumers' needs but not so much that prices get depressed and some of the crop goes to waste.

The guide for each commodity is presented in terms of a percentage change in acreage from the preceding year's acreage. Each grower then can apply this percentage change to his own operation and obtain his individual guide. The recommendations are reviewed before publication by representatives of various agencies in the Department with particular interest in the vegetable industry.

The fundamental concept behind the guides program is that, given the latest information available, the grower will make intelligent decisions for his and the industry's best interest. When growers have kept acreage within the levels recommended by the Department, few marketing difficulties have been encountered.

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X 1962 Acreage-Marketing Guides,
Winter Vegetables and Winter Potatoes X

The basic objective of acreage-marketing guides is to bring about a needed change in planted acreage from that of the preceding year so that the resulting production will be in balance with market requirements. The performance of every vegetable producer has a bearing upon the ultimate market for a given commodity. Therefore, to improve prospects for a successful season, each grower should adjust his own acreages in accordance with the individual commodity guide. For example, when it is recommended that the 1962 acreage of tomatoes be reduced 10 percent from the acreage planted in 1961, every grower of winter season tomatoes should reduce his plantings by 10 percent.

The recommended acreage adjustments necessarily assume normal weather conditions, usual planting schedules, and normal marketing patterns by commodities. The recommendations also assume average yields in recent years will be obtained. With these conditions, production from the guide acreages would provide adequate supplies for all normal outlets under prospective demand conditions.

I. 1961 GENERAL REVIEW AND RECOMMENDATIONS FOR 1962

Winter Vegetables: Erratic weather patterns, distorted harvest schedules and burdensome supplies characterized the 1961 winter season. And the end result was a generally unprofitable year for many growers in the principal winter vegetable producing areas. Florida crops were hit by several frosts and occasional heavy rainfall. Although volume losses were minor, some distortion of harvest timing occurred. In Texas, extended periods of cool, wet weather during the first half of the season restricted field work, held down plantings of some commodities and caused a general delay in crop progress. Only in the Southwest were growing conditions favorable for winter crops.

But adverse weather in the producing areas was not a major problem in the winter of 1961. Instead growers frequently found they had more supplies on hand than markets would absorb at reasonable prices. Florida producers abandoned 10 percent or more of their cabbage and escarole crops. About 9 percent of the green pepper production was not marketed because of depressed markets, and the remainder of the crop sold at the lowest price in a decade. Tomato production was record large; acreage was moderate but yields were exceptionally high. Prices held at distress levels until rains interrupted harvest late in the season. Supplies of a few items including snap beans, sweet corn and cucumbers were larger than a year ago, but still moderate. Returns to growers for these commodities were favorable.

Growers in California also had severe marketing problems. A tenth of the cabbage crop was abandoned, celery prices were the second lowest in fifteen years, and the lettuce deal was practically a marketing failure. Although California lettuce shipments were regulated under a State marketing order and Texas shipments under a Federal marketing order, potential supplies were excessive, prices remained low, and economic abandonment was heavy. Lettuce

production has far exceeded market requirements for the last four years. Unsound acreage expansion has been the basic cause of the maladjustment.

There was one outstanding bright spot during the 1961 season. Farmers who had some carrot acreage enjoyed the most favorable market in many years. The main factor was judicious planting in Texas where acreage was down 17 percent from a year earlier. In addition, yields were down sharply, partly due to weather but also because very attractive prices encouraged early harvesting. The successful season in Texas gave a strong assist to the later harvesting California winter deal and the effects even carried into the early summer months. The past season was the first in which marketings of the Texas crop were regulated under a Federal marketing order. Texas growers also received good prices for small spinach and broccoli crops. But cabbage, beets and lettuce sold at low prices.

Total planted acreage of these 16 winter vegetables in 1961 was equal to that in 1960. The aggregate production was down 6 percent, mostly because of fewer carrots and only partial harvesting of cabbage. Prices for fresh winter vegetables averaged 86 percent of the 1947-49 base period compared with 97 percent in 1960. Total cash returns to growers for these vegetables amounted to 122 million dollars, down about 6 percent from a year earlier.

The aggregate acreage guide for the 16 winter vegetables in 1962 is a planted acreage 8 percent less than in 1961. With normal abandonment and average yields, this acreage will result in a total production 9 percent less than in 1961. Most of the decrease reflects substantial recommended reductions in 1962 supplies of broccoli, cabbage, celery, lettuce, peppers and tomatoes.

Winter Potatoes: Total winter production in 1961 was a third larger than in 1960 but 17 percent less than the 1955-59 average. Practically all of the increase over a year earlier occurred in California where plantings were expanded moderately and record high yields were obtained. The Florida crop was slightly larger than the small 1960 crop due to higher yields.

Prices received by farmers for 1961 winter crop potatoes averaged much below the high levels of a year earlier. This was due not only to the larger production of new crop potatoes but also the 6 percent increase in storage holdings of the preceding fall crop. Storage stocks are a principal market determining factor for winter potatoes. Preliminary data indicate the acreage of 1961 fall potatoes is 7.6 percent higher than in 1960. With favorable growing conditions, fall production will be large and storage stocks in 1962 may exceed those in 1961.

The guides recommend a 1962 winter crop acreage 5 percent less than 1961 in California and equal to 1961 in Florida. Such acreages, with average yields, would result in a total winter production 13 percent less than in 1961.

Specific acreage recommendations for 1962 winter vegetables are as follows:

Commodity	: Percentage change in 1962 planted : acreage compared with 1961 (percent)
Snap Beans	No change
Beets	Plus 10
Broccoli	Minus 10
Cabbage	Texas and Florida: minus 20 California and Arizona: minus 10
Carrots	No change
Cauliflower	No change
Celery	No change
Corn, Sweet	Plus 40
Cucumbers	Plus 15
Escarole	Minus 5
Kale	No change
Lettuce	California, Arizona and Texas: minus 15 Florida: no change
Green Peppers	Minus 5
Shallots	No change
Spinach	Texas: Plus 5 All other states: no change
Tomatoes	Minus 10
Potatoes	California: minus 5 Florida: no change

II. DEMAND FOR WINTER VEGETABLES IN 1962

Developing trends point toward a general expansion in the economy during the remainder of 1961 and the winter of 1962. Consumer incomes will be at high levels and the consumer demand for winter vegetables is expected to be strong. Prices received by growers will continue to be influenced primarily by the quantity and quality produced and the seasonal pattern of marketings.

The nation's output of goods and services in the first quarter of 1961 declined about \$6 billion from the record high reached in April-June 1960. A reduction of \$14.5 billion in gross private investment, mostly an inventory adjustment, was only partly offset by an increase of \$6.1 billion in Federal, State and local Government purchases and a rise of \$3.3 billion in net exports. Notwithstanding the fall-off in output, per capita disposable personal income declined only fractionally in this period as unemployment benefits somewhat offset the reduction in labor income.

Since the first quarter low this year, a halt to inventory liquidation and increases in consumer spending, construction activity, and Government purchases have been major factors in supporting a recovery in business activity. Inventory liquidation was at an annual rate of \$4.5 billion in the first quarter of 1961, but manufacturing and trade stocks rose a little in the second quarter. Industrial production, which was at a low in February, rose rapidly in the second quarter of 1961. Consumer purchases declined between the fourth quarter of 1960 and the first quarter of 1961, but recovered thereafter. Construction activity rose more than seasonally in the second quarter of this year, largely due to a pickup in private housing activity as mortgage interest rates moved somewhat lower.

In coming months, a prospective increase in inventory buying, some rise in housing starts and business capital spending, and larger Government expenditures for goods and services should augment the upward trend that got underway in the second quarter of 1961. Although unemployment may remain above the levels of previous recovery periods, consumer demand for farm products is expected to be strong this fall and winter.

III. PRODUCTION AND MARKETING MATERIALS AND FACILITIES

Production Materials: Motor vehicles used on farms, farm machinery, fuels, repair parts and tires should continue in plentiful supply through the 1962 winter season. Fertilizers will be in ample supply for the 1962 winter vegetable season. The more concentrated forms are growing in number and require less labor to handle. Use of pelleted fertilizers avoids drift and wastage of small particles. Spot orders arising from unanticipated needs may not be filled immediately because of local shortages of particular products, unless substitute forms are acceptable. Adequate supplies of insecticides, fungicides and weed killers will be available. Since requirements for control measures are unpredictable, stocks should be on hand to care at least for minimum or average needs.

Indications are that the supply of all usual types of containers and protective wrapping materials for harvesting, transporting and marketing the 1962 vegetable crop will be adequate. In the container industries, there is ample productive capacity to meet all expected requirements. Barring unforeseeable interruption to container production, the supply outlook is good.

Manpower: No major manpower problems are anticipated during the 1962 winter vegetable season. Greater numbers of domestic agricultural workers are expected to be available than in recent seasons. When domestic sources do not provide adequate numbers of farm workers, temporary seasonal foreign workers will continue to be available. Legislative proposals - Federal or State or both - pertaining to farm labor activities, if enacted, will affect the working and living conditions of farm workers.

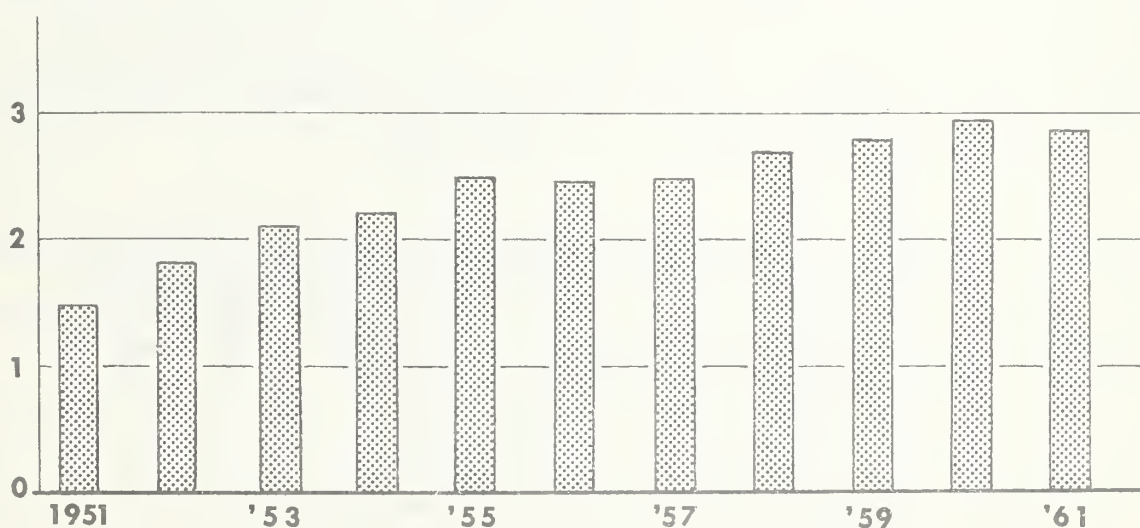
IV. FOREIGN WINTER VEGETABLE PROSPECTS

Exports: Winter vegetable exports during the 1960-61 season (November-April) declined 2.5 percent. This decline was largely due to a sharp reduction in exports to Cuba and some reduction to other Latin American countries. Canada continues to take a very high percentage of total exports.

The demand for winter vegetables in Canada is expected to continue strong. In the late spring of 1961 several shipments of celery were made to the United Kingdom. The arrival condition and acceptance was very good. A special freight rate on celery from Gulf ports to the United Kingdom was granted late in the season. If this rate continues in effect, there should be a substantial increase in celery exports to the United Kingdom. A trial shipment of several other vegetables was made, but not in sufficient volume to test the market.

U. S. WINTER VEGETABLE EXPORTS

MIL. CWT.



WINTER VEGETABLES: Exports from the United States by Months, 1960-61

Commodity	1960		1961				:Total 6 months	
	: Nov.	: Dec.	: Jan.	: Feb.	: Mar.	: Apr.	:1960-61:1959-60	
	1,000 cwt.							
Lettuce	155.4	142.8	174.6	126.4	165.1	186.3	950.6	959.8
Celery	64.6	111.5	115.2	108.5	125.0	97.8	622.6	635.4
Carrots	10.9	19.6	29.5	65.4	132.9	173.3	431.6	552.4
Cabbage	4.2	40.0	86.7	93.7	111.8	132.4	468.8	525.2
Peppers	10.4	6.7	6.5	8.4	6.8	10.9	49.7	49.8
Tomatoes	71.3	24.7	34.9	35.3	37.2	29.8	233.2	145.3
Beans, Green	9.8	14.2	13.4	22.7	11.8	11.8	83.7	46.7

Compiled from records of the Bureau of the Census.

Imports: The acreage of pole tomatoes in Mexico increased 60 percent in 1961 to a total of 15,800 acres. There was a slight decrease in the acreage of ground tomatoes. Acreages were increased almost 50 percent for green peppers, held about the same as last year for watermelons, and decreased slightly for cantaloups.

There was a decline in imports of 23 percent for the 7 major winter vegetables, including melons. Total imports of these commodities in 1961 amounted to 3.2 million cwt., compared to 4.1 million cwt. last season. Imports showed a sharp decline for all items except melons. Melons continued the sharp upward trend of recent years with a 60 percent increase in cantaloups and a 5 percent increase in watermelons. Despite an increase in available tomato supplies in Mexico, there was a decline in imports, largely caused by low market prices in the United States. In the early part of the season a substantial acreage of tomatoes was abandoned. There was a sharp decline in the imports of all winter vegetables from Cuba. This was partially offset by increases from several other countries. Tomatoes were imported from the Dominican Republic, Spain, and Guatemala. And the upward trend of imports from the Bahamas continued. There was a sharp increase in imports of cucumbers from Mexico and the Bahamas. Also, Honduras entered the market with a small volume.

It is likely that there will be a decline in 1961-62 in the acreage of tomatoes in Mexico and there may be some reductions in other countries. This will be largely a reaction to the low prices in the United States during the past season. However, with good weather, imports in 1961-62 can remain at about the same level even with a substantial reduction in acreage. It is likely that Cuban imports will continue at low levels.

Winter Vegetables: Imports into the United States by Months, 1960-61

Commodity and : Country of Origin:	1960 Nov.:	1960 Dec.:	1961 Jan.:	1961 Feb.:	1961 Mar.:	1961 Apr.:	Total 6 months :1960-61	Total 6 months :1959-60
	1,000 cwt.							
Peppers								
Mexico	6.4	40.0	51.2	24.8	20.4	11.4	154.2	185.0
Cuba	.1	--	.1	.1	.2	.1	.6	3.9
Dom. Rep.	--	--	.3	.3	.3	1.0	1.9	--
Eggplant								
Mexico	.1	1.5	5.0	4.0	6.0	2.3	18.9	20.3
Cuba	--	--	.5	1.9	1.9	--	4.3	26.6
Tomatoes								
Mexico	32.3	295.9	281.6	330.3	446.5	321.6	1,708.2	2,221.0
Dom. Rep.	.3	.2	5.8	6.5	1.6	.5	14.9	--
Spain	2.0	1.4	3.6	2.8	0	--	9.8	--
Cuba	--	1.7	2.3	8.8	19.0	1.7	33.5	463.1
Bahamas	--	--	15.5	40.4	37.8	14.0	107.7	80.6
Guatemala	--	.2	--	--	1.1	2.4	3.7	--
Cucumbers								
Mexico	7.6	24.8	39.0	25.3	15.6	8.1	120.4	78.5
Bahamas	--	14.6	55.4	80.8	60.0	5.1	215.9	83.1
Cuba	--	1.5	27.4	56.3	34.8	1.1	121.1	459.3
Honduras	--	--	--	.2	1.8	.5	2.5	--
Cantaloups								
Mexico	3.2	--	24.8	20.7	98.4	294.2	441.3	276.6
Bahamas	--	--	--	--	.1	--	.1	--
Watermelons								
Mexico	--	--	3.5	43.5	74.0	106.4	227.4	214.8
Cuba	.2	.5	.4	0	0	--	1.1	2.6
Bahamas	--	--	--	--	--	.2	.2	--

Compiled from records of the Bureau of the Census.

V. PROCESSED VEGETABLES

Total supplies of canned vegetables available during the winter of 1961 were moderately smaller than in 1960. Among the major items, significant reductions in beets, sweet corn, green peas, tomatoes and most tomato products more than offset larger stocks of spinach, carrots and lima beans. Although aggregate supplies were smaller, movement during the winter season was about equal to a year earlier. Movement during the remainder of the marketing season was good

and the carryover of canned vegetables into the 1961 packing season was well below that in 1960. Frozen pea stocks were down sharply in 1961 but all other items were larger compared with 1960. Shipments were at high levels but generally were below the record movement of 1960 when reduced fresh supplies created an unusually strong demand for frozen vegetables. Carryover of frozen vegetables into the 1961 season were considerably above a year earlier.

Indications are that total production of vegetables for processing will be moderately larger than last year with all items showing an increase. The canned pack will likely be larger but, because of reduced carryover, supplies of canned vegetables in 1961-62 are expected to be only slightly above those of last season. An increased pack, combined with larger beginning stocks, is likely to result in frozen supplies being materially larger.

SUPPLY AND MOVEMENT OF SELECTED CANNED AND FROZEN
VEGETABLES, WINTER SEASON, 1959-60-61

Commodity	: Total Supply January 1			: Disappearance Jan. 1 - Mar. 31		
	: 1959	: 1960	: 1961	: 1959	: 1960	: 1961

(Million cases basis 24/303's)

Canned Vegetables 1/

Lima Beans	2/ 2.7	2/ 2.5	2/ 2.7	3/ .8	3/ .8	3/ .7
Snap Beans	23.9	21.6	21.5	8.9	9.4	9.6
Beets	8.7	7.7	6.4	3/ 2.1	3/ 1.8	3/ 1.8
Carrots	3.3	2.7	3.7	3/ .8	3/ .9	3/ .9
Corn, Sweet	26.0	29.5	25.4	10.4	12.0	10.2
Peas, Green	29.6	24.6	20.3	9.5	9.5	8.4
Spinach	2/ 3.4	3.4	3.6	4/ 1.3	4/ 1.9	4/ 1.4
Tomatoes	24.7	21.2	20.0	7.8	8.4	6.7

Frozen Vegetables

Million Pounds

Lima Beans	103.3	87.0	100.7	29.8	34.5	33.4
Snap Beans	94.8	93.8	108.5	37.3	46.8	44.8
Corn, Sweet	80.9	81.8	99.0	31.4	36.7	37.3
Peas, Green	192.6	203.7	174.3	77.9	87.6	81.9
Spinach	34.0	39.6	52.2	4/ 14.5	4/ 11.5	4/ 14.8

- 1/ Total supply includes canners' and distributors' stocks.
- 2/ Estimate.
- 3/ Interpolation.
- 4/ January 1 to March 1.

National Canners Association, Census Bureau, Department of Commerce, and
"Cold Storage Report," AMS, USDA.

Winter Vegetables: 1962 Planted Acreage Guides With Comparisons

Commodity	Planted Acreage										Percent Acreage Guide is of			
	1962	1961	1955-59	1950-54	1961	1955-59	1950-54	1961	1955-59	1950-54				
	Guide	Prel.	Average	Average	Prel.	Average	Average	Prel.	Average	Average	percent			
	----- 1,000 acres -----										-----			
Beans, Snap	19.3	19.3	21.4	23.3	30.6	100	83	90	83	63				
Beets	2.2	2.0	2.5	2.6	4.2	110	85	88	85	53				
Broccoli	3.2	3.6	3.2	3.4	7.5	89	93	100	93	43				
Cabbage	41.8	51.5	48.8	39.5	45.5	81	106	86	106	92				
Carrots	35.8	35.8	41.9	32.5	38.6	100	110	85	110	93				
Cauliflower	2.8	2.8	3.0	5.8	4.1	100	49	97	49	70				
Celery	10.3	10.3	12.1	11.2	10.1	100	92	85	92	102				
Corn, Sweet	8.8	6.3	7.2	11.1	6.8	140	79	122	79	129				
Cucumbers	2.5	2.2	2.7	2.8	2.7	114	88	93	88	93				
Escarole	6.2	6.5	7.0	6.3	4.8	95	98	89	98	128				
Kale	2.0	2.0	2.0	2.6	2.8	100	78	100	78	70				
Lettuce	61.6	71.9	67.6	68.2	65.7	86	90	91	90	94				
Peppers, Green	5.8	6.1	5.1	5.9	4.1	95	98	114	98	141				
Shallots	1.2	1.2	1.4	3.3	3.4	100	37	86	37	35				
Spinach	12.7	12.2	12.8	14.1	27.6	105	90	99	90	46				
Tomatoes	16.0	17.8	11.6	20.4	15.2	90	78	138	78	105				
Total	232.2	251.5	250.3	253.0	273.7	92	92	93	92	85				

Winter Vegetables: 1962 Production With Comparisons

Commodity	Production 2/					Probable Production from				
	1962 1/		1955-59		1950-54		1961		Acreage Guide as Percent of	
	Guide	Prel.	Prel.	Average	Average	Prel.	Prel.	Average	1955-59 : 1950-54	1960 : Average : Average
					1,000 tons				percent	
Beans, Snap	29.3	28.8	23.6	29.2	42.6	102	124	100	69	
Beets	8.8	9.0	11.9	10.4	14.8	98	74	85	60	
Broccoli	7.8	9.0	9.3	7.8	15.9	88	84	101	49	
Cabbage	318.8	335.0	405.8	296.4	344.4	95	79	108	93	
Carrots	251.6	239.0	344.5	234.6	247.4	105	73	107	102	
Cauliflower	14.0	13.6	14.6	25.5	19.2	103	96	55	73	
Celery	223.6	242.4	260.5	242.6	215.8	92	86	92	104	
Corn, Sweet	21.8	15.4	9.1	23.9	20.6	142	240	91	106	
Cucumbers	6.6	5.0	2.4	6.6	6.9	134	277	102	96	
Escarole	32.6	34.8	37.2	32.4	27.6	94	88	101	118	
Kale	7.3	7.5	7.5	8.8	10.4	97	97	83	70	
Lettuce	426.4	496.7	503.2	456.7	412.1	86	85	93	103	
Peppers, Green	27.2	35.4	22.6	22.1	19.0	77	121	123	143	
Shallots	1.2	1.1	1.4	4.1	4.4	114	86	30	29	
Spinach	32.0	28.3	35.0	34.6	37.4	113	92	93	86	
Tomatoes	106.4	161.5	74.9	99.8	77.4	66	142	107	137	
Total	1,515.4	1,662.5	1,763.5	1,535.5	1,515.9	91	86	99	100	

1/ Computed: Planted acreage for 1962 winter vegetables, less normal abandonment, times average yield.

2/ Includes some quantities not marketed (see individual statements for particulars).

1962 Acreage-Marketing Guides
Winter Vegetables

Snap Beans

(Florida)

Year	: Acreage : :Planted:For Harvest: Per Acre :Production: Price : Value (acres) (cwt.) (1,000 cwt.)(\$ per (\$1,000 cwt.)					
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	19,300		1/ 33	586		
<u>Background Statistics</u>						
1961 Prel.	19,300	18,000	32	576	10.30	5,933
1960	21,400	16,300	29	473	12.00	5,676
1955-59 Average	23,260	18,600	29	2/ 585	11.95	6,039
1950-54 "	30,640	28,320	31	2/ 851	9.56	7,922

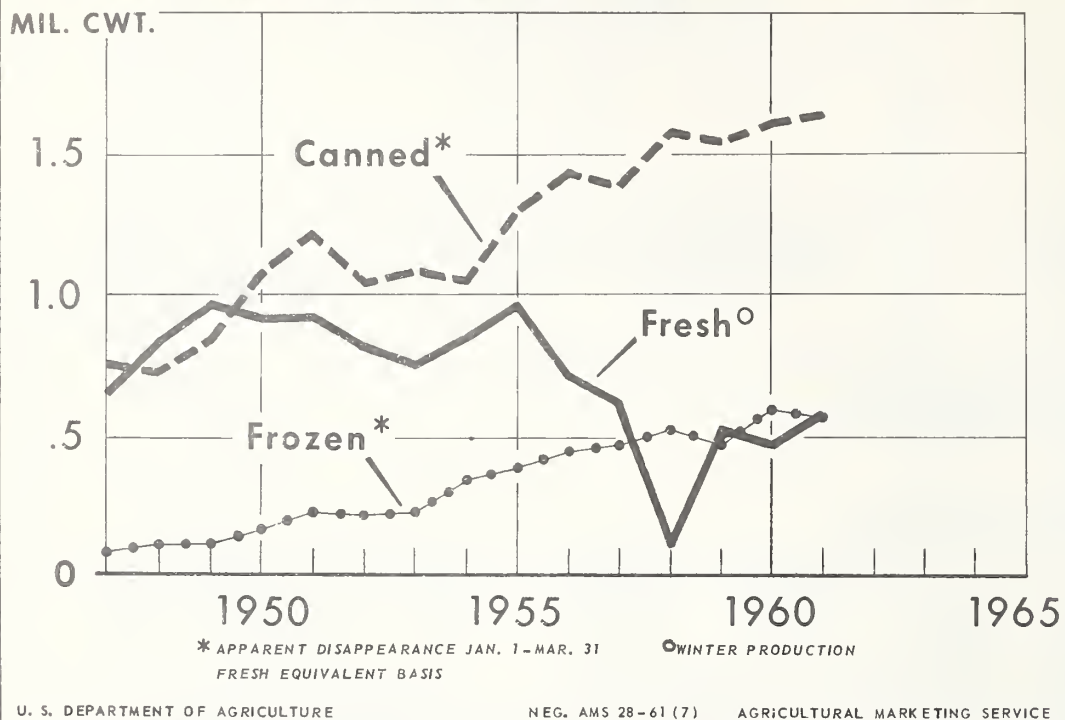
1/ 1955-59 (less 1958) average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 95 in 1951 and 37 in 1955.

Comparisons and Comments: Although crops in the Everglades area were damaged extensively by a mid-January freeze and heavy rains in late March, most of the plantings for 1961 winter harvest escaped serious losses from adverse weather. Production was moderately larger than in the past several years but was 12 percent less than the 1954-58 average and about in line with the long-term downward trend. Marketings from 1961 production were quite evenly distributed throughout the season with only one short period of light volume. This, and the generally good quality helped to maintain weekly average prices at moderate to fairly high levels during the season. Consumption of processed snap beans during the winter months was record large and was slightly larger than during the previous year. Ample supplies of canned beans and heavy frozen stocks are expected in 1962. This will preclude any significant increase in the market potential for fresh snap beans. However, the short-run prospects indicate a need for a supply about equal to that in recent years.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage with a normal abandonment of 8 percent and a 1955-59 (less 1958) average yield will result in a production 2 percent more than in 1961 and equal to the 1955-59 average.

SNAP BEAN CONSUMPTION, WINTER MONTHS



The total consumption of snap beans during the winter season has increased steadily since the late 1940's. Consumption in 1961 reached a record high and was almost twice as large as in 1947. All of the expansion occurred in the canned and frozen forms. The use of canned snap beans increased 119 percent from 1947 to 1961 and in 1961 accounted for nearly three-fifths of the total. On a relative basis, the use of frozen beans showed the greatest gain, with a seven-fold increase during the 1947-61 period. Frozen snap bean consumption now is equal to that of fresh beans and about one-third of the canned volume. The use of fresh snap beans began dropping sharply in 1956. However, during the last few years fresh consumption has been fairly stable at a level about a third below that which prevailed during the 1947-55 period.

1962 Acreage-Marketing Guides
Winter Vegetables

Beets

(Texas)

Year	: Planted:	Acreage For Harvest:	: Per Acre	Yield : Production:	: Price	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1962 Acreage Guide and Probable Production (planted acreage 10 percent more than in 1961) 2,200						
			<u>1</u> / 80	176		
Background Statistics						
1961 Prel.	2,000	2,000	90	180	1.05	189
1960	2,500	2,500	95	238	1.20	286
1955-59 Average	2,600	2,600	80	<u>2</u> / 207	1.51	313
1950-54 "	4,180	3,900	76	<u>2</u> / 295	1.60	417

1/ 1956-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 37 in 1950, 50 in 1953, 32 in 1954 and 16 in 1955.

Comparisons and Comments: Production of winter season beets in 1961 was materially smaller than in 1960, mostly because of adverse weather during the planting season. Extended periods of wet weather during December and January restricted field work. Total planted acreage was 20 percent less than in 1960 and 23 percent below the 1955-59 average. The adverse weather also caused some distortion in the shipping pattern. Movement was light through January, then increased slowly during February. Moderate supplies were available until late April. Most of the crop moved in mixed carlots. The season average price received by growers was low, in part because of the concentration of shipments during the latter half of the season. Consumers' demands have been shifting steadily for a number of years from fresh beets to the canned product. This trend is likely to continue over the long term and fresh market outlets will contract further. There should be, however, a market potential in 1962 for winter season fresh supplies about in line with those of recent years. Production close to 175 thousand hundredweight is usually adequate. Assuming average yields, a moderate increase in acreage would be required in 1962 to obtain a sufficient supply.

1962 Guide: The 1962 guide is a planted acreage 10 percent more than in 1961. Such an acreage, with no abandonment and a 1956-59 average yield, will result in a production about equal to that in 1961.

1962 Acreage-Marketing Guides
Winter Vegetables

Broccoli

(Arizona, South Carolina and Texas)

Year	Acreage		Yield		Price	Value
	:Planted:	:For Harvest:	:Per Acre	:Production:		
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production
(planted acreage 10 percent
less than in 1961) 3,200

1/ 49 157

Background Statistics

1961 Prel.	3,600	3,600	50	179	10.47	1,874
1960	3,200	3,200	58	186	10.05	1,870
1955-59 Average	3,442	3,312	47	156	9.36	1,459
1950-54 "	7,470	7,350	43	318	9.15	2,882
1/ 1956-59 average yield.						

Comparisons and Comments: The long-term decline in acreage of winter season broccoli was reversed, at least temporarily, in 1961. Most of increase occurred in Texas, where 65-70 percent of the crop is produced, but Arizona acreage also expanded moderately. Production in Arizona was moderately larger than in 1961 but the Texas crop was smaller due to low yields. Total production for the group was slightly below a year earlier. After being delayed by cool, wet weather in early January, the Texas crop made rapid growth later in the month. Most of it was marketed during the latter part of February. A fairly steady volume moved from Arizona throughout the season. Cold weather reduced production in South Carolina. Florida was a significant source of supply, especially during late February and early March. A more important positive influence on the demand for the winter states' supplies was the generally strong demand from freezers in California. This tended to limit competing fresh market shipments from that state. With heavy frozen stocks now in prospect for 1962, a moderately smaller fresh market acreage is recommended.

1962 Guide: The 1962 guide is a planted acreage 10 percent less than in 1961. Such acreages with a 1956-59 average yield, would result in a production 12 percent less than in 1961.

1962 Acreage-Marketing Guides
Winter Vegetables

Cabbage

(Arizona, California, Florida and Texas)

Year	: Acreage : :Planted:For Harvest:	: Yield : Per Acre	: : :Production:	: : Price : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1962 Acreage Guide and
Probable Production
(see 1962 guide
below)

41,800 1/ 159 6,375

Background Statistics

1961 Prel.	51,500	49,500	135	2/ 6,700	1.56	9,804
1960	48,850	46,750	174	2/ 8,115	1.95	15,036
1955-59 Average	39,520	37,380	158	2/ 5,927	2.19	12,581
1950-54 "	45,480	42,180	164	2/ 6,887	2.01	11,308

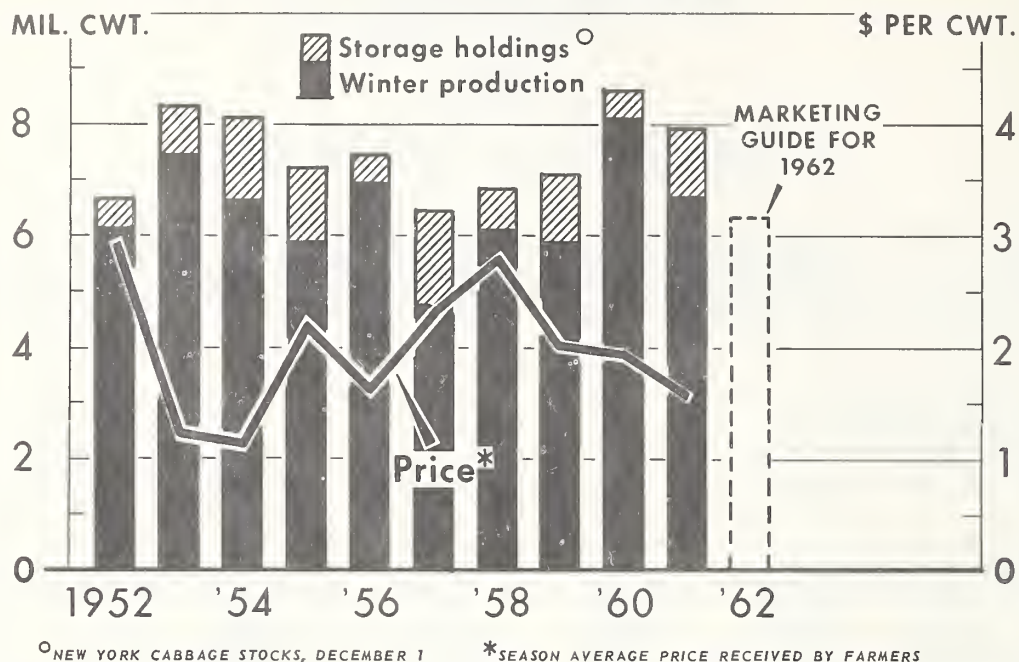
1/ 1956-60 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 1,912 in 1950, 1,014 in 1951, 274 in 1952, 2,270 in 1953, 1,257 in 1954, 152 in 1955, 268 in 1956, 273 in 1959, 412 in 1960 and 411 in 1961.

Comparisons and Comments: Supplies of cabbage for fresh market were excessive throughout the 1961 winter season and prices held at low levels. Warm, humid conditions damaged early plantings in the Lower Valley of Texas and light frosts inflicted minor injury to the Florida crop. But low yields were principally a result of low prices. Planted acreage was the highest in eleven years and potential production was of equally sizeable proportions. However, growers left considerable quantities of cabbage unharvested because of poor market conditions and average yields were the lowest recorded since 1948. Harvested production was 17 percent less than the surplus crop of 1960 but 13 percent above the 1955-59 average. Of this quantity, six percent was not marketed. For the 1962 season, a considerably smaller supply would satisfy market requirements. Substantial acreage adjustments are necessary in Texas and Florida to avoid an unfavorable market situation in 1961. These two states supply the bulk of the winter market east of the Rockies. A moderate cutback in California and Arizona acreage should bring supplies in line with market needs in the West.

1962 Guide: The 1962 guide is a planted acreage 20 percent less than in 1961 in Texas and Florida and 10 percent less than in 1961 in California and Arizona. Such acreages, with normal abandonments and 1956-60 average yields by states will result in a production 5 percent less than in 1961.

WINTER CABBAGE SUPPLY AND PRICE

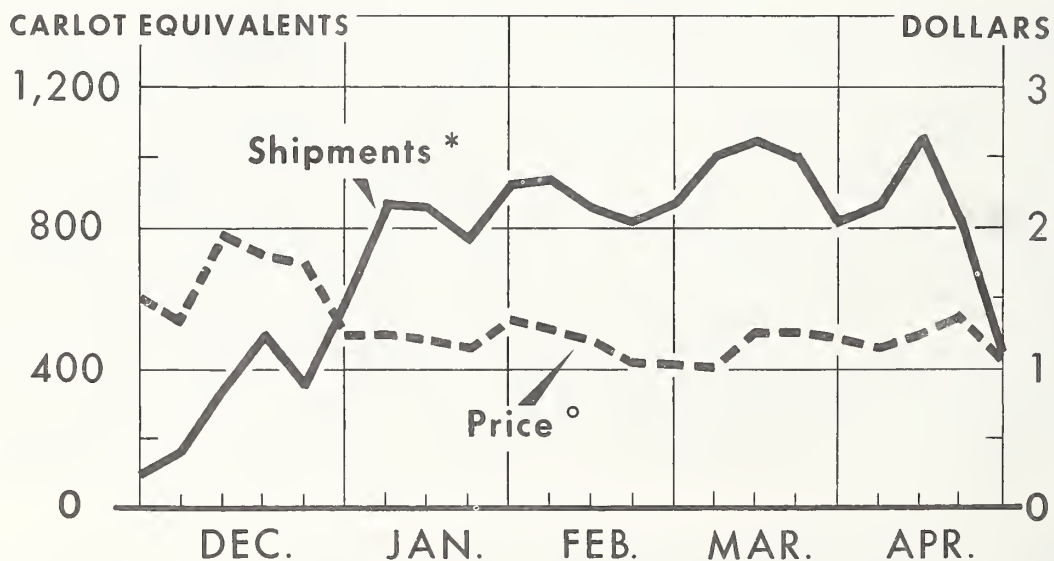


U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 33-61 (7) AGRICULTURAL MARKETING SERVICE

CABBAGE SHIPMENTS AND PRICES

1961 Winter Season



*TOTAL U. S., RAIL AND TRUCK

[○]DOLLARS PER 1½ BU. CRATE, FLA. SHIPPING POINT.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 30-61 (7) AGRICULTURAL MARKETING SERVICE

1962 Acreage-Marketing Guides
Winter Vegetables

Carrots

(Arizona, California and Texas)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: (1,000 cwt.)	: (\$ per	: (\$1,000)
	(acres)	(cwt.)		cwt.)	

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

35,800

1/ 143

5,033

Background Statistics

1961 Prel.	35,800	35,500	135	4,781	3.36	16,070
1960	41,900	41,900	164	<u>2</u> / 6,890	1.10	6,984
1955-59 Average	32,540	31,940	150	<u>2</u> / 4,692	2.53	11,796
1950-54 "	38,610	38,170	131	<u>2</u> / 4,948	2.97	14,394

1/ 1955-60 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 231 in 1950, 56 in 1953, 56 in 1954, 116 in 1955 and 769 in 1960.

Comparisons and Comments: Growers cut total acreage in 1961 after experiencing extremely low prices for a surplus crop in 1960. The small Arizona acreage was expanded; but the more important Texas and California acreages were reduced by 9 and 40 percent respectively. With the exception of several rain spells in Texas, growing conditions were favorable for crop development. However, attractive prices prompted many growers to harvest their fields prematurely and the potential crop was sharply reduced. Average yields for the seasonal group were relatively low. The combination of lowered acreage and yields resulted in a crop 31 percent smaller than in 1960. In contrast to the frequently glutted conditions of the past several years, markets absorbed supplies at relatively high prices throughout the season. Growers' prices averaged substantially above the range of recent years. A moderately larger crop can probably be marketed profitably in 1962. However, average yields are likely to be higher in 1962 and growers should not be overly optimistic in planning acreage. With average yields, ample supplies can be produced on an acreage equal to 1961.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with normal abandonment and 1955-60 average yields by states would result in a production 5 percent larger than in 1961.

1962 Acreage-Marketing Guides
Winter Vegetables

Cauliflower

(Florida and Texas)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For Harvest:	Per Acre	:Production:	Price	: Value	
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	2,850	<u>1</u> / 100	280			
<u>Background Statistics</u>						
1961 Prel.	2,850	2,700	101	273	5.17	1,412
1960	2,950	2,900	100	291	6.11	1,778
1955-59 Average	5,802	5,522	90	510	4.86	2,388
1950-54 "	4,090	3,940	97	383	4.58	1,731
<u>1</u> / 1960-61 average yield.						

Comparisons and Comments: Acreage in the winter crop states continued at a low level relative to the 1953-57 period. The slight increase in Florida plantings was more than offset by a further decline in Texas. Average yields were high in both states. Although a third of the acreage in Florida was abandoned due to warm temperatures in mid-February, production in the state was about equal to 1960. Adverse weather in the form of extended rains during December and low temperatures in late January so patterned marketings in relation to those from the principal competing state of California that prices received by Texas growers were much less than a year earlier for a smaller production. A larger volume of generally uniform good quality California supplies moved to principal markets during mid-January and mid-February than in 1960. A substantial portion of the Texas crops also were marketed during these periods. The season average price in Florida also was less than in 1960. But this primarily reflected the poor to fair quality marketed later in the season.

1962 Guide: The 1962 guide is a planted acreage equal to that in 1961. Such an acreage with a normal abandonment of about 12 percent in Florida and a 1960-61 average yield will result in a production 3 percent more than in 1961 but 45 percent less than the 1955-59 average.

1962 Acreage-Marketing Guides
Winter Vegetables

Celery

(Arizona, California and Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: : :Production:	: : Price	: : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage equal
to 1961)

10,260

1/ 444

4,471

Background Statistics

1961 Prel.	10,260	10,150	478	<u>2</u> / 4,848	2.80	13,484
1960	12,100	11,850	440	5,210	3.30	17,176
1955-59 Average	11,172	10,912	448	<u>2</u> / 4,851	3.75	17,719
1950-54 "	10,096	9,982	432	<u>2</u> / 4,316	3.46	14,681

1/ 1959-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 79 in 1950, 91 in 1951, 54 in 1952, 53 in 1953, 43 in 1954, 491 in 1959, and 31 in 1961.

Comparisons and Comments: Plantings were reduced in 1961 in all winter celery areas. Total acreage harvested was 14 percent less than in 1960. The smaller acreage was partially offset by below average acreage abandonment and high average yields, but production still was 7 percent below 1960 and about equal to the 1955-59 average. In Florida, weather was generally favorable for producing the crop and good quality was obtained. In California, warm, dry weather in December and January retarded growth and increased the proportion of small size stalks. Arizona growers harvested a record low tonnage. In spite of the moderate production, trading in celery during the winter was slow and market prices were depressed. Growers' prices averaged at a near record low level. Total unloads of celery in 38 cities during the winter of 1960-61 were approximately 1,200 carlot equivalents less than in the winter of 1959-60. Most of the decline was accounted for by a drop in supplies originating in California. Market supplies of other salad crops were abundant throughout the winter and may have influenced the drop in demand for celery. Also, the eastern area of the Nation was snowbound a number of days and the flow of produce through markets was interrupted with a consequential loss in sales. With reasonably favorable weather, a 1962 acreage equal to 1961 should provide sufficient supplies of celery.

1962 Guide: The 1962 guide is a planted acreage equal to that in 1961. Such an acreage, with 3 percent abandonment in Florida and a 1959-61 average yield, will result in a production 8 percent less than in 1961.

1962 Acreage-Marketing Guides
Winter Vegetables

Sweet Corn

(Florida)

Year	: Acreage : :Planted:For Harvest:	: Yield : : Per Acre :	: : :Production:	: Price : :(\$ per (\$1,000	: Value : cwt.)
	(acres)	(cwt.)	(1,000 cwt.)		

1962 Acreage Guide and
Probable Production

(planted acreage 40 percent
more than in 1961) 8,800

1/ 62

436

Background Statistics

1961 Prel.	6,300	5,800	53	307	6.90	2,118
1960	7,200	3,200	57	182	7.40	1,347
1955-59 Average	11,120	7,400	62	478	5.94	2,624
1950-54 "	6,800	5,860	69	413	5.84	2,251

1/ 1955-59 average yield.

Comparisons and Comments: Freezing temperatures in recent winters have caused severe losses of sweet corn production and have influenced the downward trend in planted acreage. Growers reduced plantings in 1961, as they have in successive years since 1957. Most of the acreage originated in the Everglades and Pompano areas; a small acreage was planted in the Fort Myers area. Intermittent cold temperatures and wind slowed crop development and caused some loss in acreage. Production was two-thirds more than the small 1960 crop but was a third less than average. Quality of the crop ranged from fair to generally good. Shipments of Florida supplies were light throughout the winter, amounting to less than 50 carlot equivalents weekly during most of the season. Shipping point prices held at high levels, ranging mostly from \$3.00 to \$3.50 for 5 dozen ears. Preliminary data indicate that supplies of canned sweet corn next winter probably will be in good balance with market needs. Supplies of frozen sweet corn probably will be heavier than in 1960-61. However, larger supplies of processed sweet corn are not expected to adversely affect the demand for the fresh. Per capita consumption of fresh sweet corn has been well-maintained in spite of expanding use of processed forms. In 1962, growers should be able to market readily a fresh supply substantially larger than that produced in 1961.

1962 Guide: The 1962 guide is a planted acreage 40 percent larger than in 1961. Such an acreage, with an abandonment of 20 percent and a 1955-59 average yield, would result in a production 42 percent more than in 1961 but 9 percent less than the 1955-59 average.

1962 Acreage-Marketing Guides
Winter Vegetables

Cucumbers

(Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1962 Acreage Guide and Probable Production					
(planted acreage 15 percent more than in 1961) 2,500					
		1/ 70	133		
Background Statistics					
1961 Prel.	2,200	1,600	62	99	10.00 990
1960	2,700	1,200	40	48	10.50 504
1955-59 Average	2,825	1,875	66	131	9.84 1,180
1950-54 "	2,680	1,840	70	138	11.68 1,355
1/ 1954-57 average yield.					

Comparisons and Comments: In most instances, the 1961 season was favorable for domestic producers from both a growing and a marketing standpoint. Although far from ideal, with several periods of low temperatures and high winds, weather conditions permitted the growth of a moderate sized crop in 1961. Extreme damage was restricted to the Dade County area. In total, the acreage harvested was more in line with that planned than in several years. Production was nearly twice the level of the past two years but still substantially less than the 1954-57 average. Total imports were about two-fifths less than the 1958-60 average. Import volume from the Bahama Islands and Mexico increased substantially in 1961. However, the quantity supplied by these sources offset only about half the reduction in the amount shipped to this country in prior years from Cuba. Due to the curtailment of the volume of imports and the generally strong demand, prices in 1961 were high throughout the season. Demand for available domestic supplies should continue strong in 1962.

1962 Guide: The 1962 guide is a planted acreage 15 percent larger than in 1961. Such an acreage with a normal abandonment of about 24 percent and a 1954-57 average yield would result in a production 34 percent more than in 1961 and 2 percent more than the 1955-59 average.

1962 Acreage-Marketing Guides
Winter Vegetables

Escarole

(Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: : :Production:	: : Price	: : Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and
Probable Production

(planted acreage 5 percent
less than 1961) 6,200

1/ 121 653

Background Statistics

1961 Prel.	6,500	5,800	120	2/ 696	4.35	2,740
1960	7,000	6,200	120	2/ 744	4.80	3,187
1955-59 Average	6,300	5,400	121	2/ 648	4.74	2,935
1950-54 "	4,840	4,320	128	2/ 552	4.60	2,194

1/ 1955-59 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 75 in 1950, 161 in 1951, 48 in 1952, 104 in 1954, 21 in 1955, 12 in 1956, 99 in 1959, 80 in 1960, and 66 in 1961.

Comparisons and Comments: Production in 1961 was 6 percent smaller than 1960 as the result of a cut in acreage. Light shipments got underway in early November, with volume movement late in the month. Total production was a little above normal market requirements and the season average price received by farmers was low. Opening prices were high and held until a cold wave in mid-December lowered quality. Prices then declined to low levels and, except for a brief spurt in late January, stayed low until the latter part of April. Additional cold waves on January 22 and March 11, plus above normal temperatures the latter part of February, contributed to the disappointing prices by reducing quality. Market demand for escarole, as for other salad vegetables, should be strong in 1962. Assuming generally good quality can be offered to buyers next season, a crop moderately smaller than in 1961 should meet good market reception and return favorable prices.

1962 Guide: The 1962 guide is a planted acreage 5 percent less than in 1961. Such an acreage, with an abandonment of 13 percent and a 1955-59 average yield, will result in a production 6 percent less than in 1961.

1962 Acreage-Marketing Guides
Winter Vegetables

Kale

(Virginia)

Year	: Acreage :		Yield :		: Price :		Value
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	(\$1,000)	
	(acres)		(cwt.)	(1,000 cwt.)	(cwt.)		
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)							
	2,000		1/ 73	146			
Background Statistics							
1961 Prel.	2,000	2,000	75	2/ 150	5.40		751
1960	2,000	2,000	75	150	5.80		870
1955-59 Average	2,580	2,580	68	176	4.42		774
1950-54 "	2,840	2,840	74	2/ 209	3.73		750

1/ 1959-61 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 35 in 1953, 9 in 1954, and 11 in 1961.

Comparisons and Comments: The downward trend in acreage was temporarily halted in 1961, as acreage was unchanged from 1960. With yields also identical to the previous season, production equaled the small 1960 crop. The past two crops were the smallest in 19 years. Mild weather prevailed during most of November, and harvest was active in all areas. Cold weather from December through mid-February slowed development of the crop, with extremely low temperatures followed by snows curtailing harvest on January 25. Unusually warm weather the last half of February promoted rapid recovery and growth. Shipments became fairly heavy the second week of March and remained in volume through April. Prices generally ranged from moderate to high levels, except for a period of low prices from mid-March through early April when movement was heavy. Most of the season was characterized by a wide range in prices, reflecting quality problems brought on by the adverse weather. With a more normal marketing pattern in 1962, growers should be able to profitably market a crop about the size of 1961 without loss due to economic abandonment.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with no abandonment and a 1959-61 average yield, will result in a production 3 percent less than 1961.

1962 Acreage-Marketing Guides
Winter Vegetables

Lettuce

(Florida, Texas, Arizona and California)

Year	: :Planted: (acres)	Acreage :For Harvest:	Yield : Per Acre (cwt.)	: :Production: (1,000 cwt.)	: :Price: (\$ per cwt.)	: :Value (\$1,000)
1962 Acreage Guide and Probable Production (see 1962 guide below)	61,600		<u>1</u> / 140	8,529		
<u>Background Statistics</u>						
1961 Prel.	71,900	71,000	140	<u>2</u> / 9,934	3.56	30,923
1960	67,600	67,200	150	<u>2</u> /10,063	5.30	47,125
1955-59 Average	68,180	66,740	137	<u>2</u> / 9,134	4.01	35,700
1950-54 "	65,680	62,380	133	<u>2</u> / 8,242	3.87	31,461

1/ 1956-60 average yields by states.

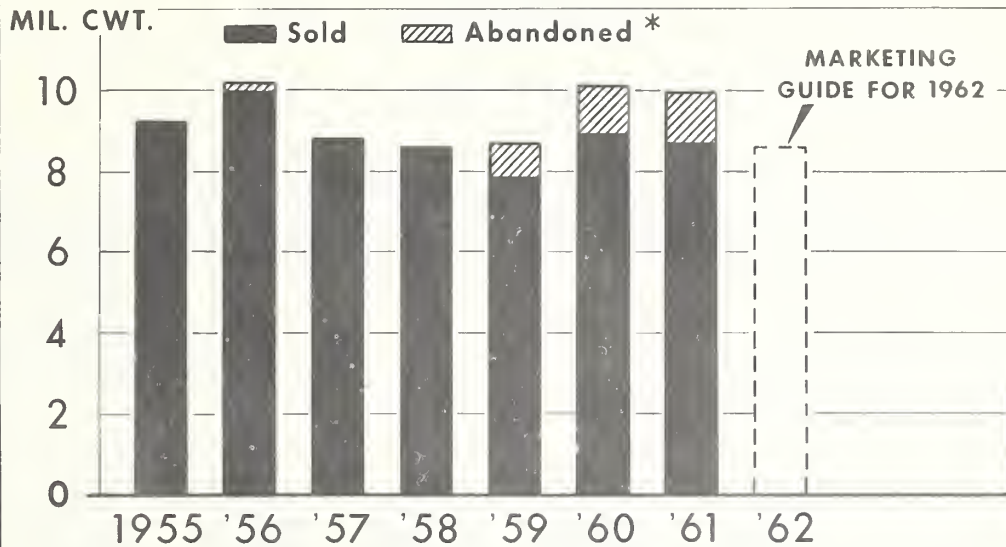
2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 598 in 1950, 61 in 1951, 208 in 1956, 781 in 1959, 1,170 in 1960 and 1,245 in 1961.

Comparisons and Comments: Excessive acreage has created a chronic marketing problem for winter lettuce growers. The 1961 crop was no exception as larger plantings in California, Arizona and Texas outweighed a minor reduction in Florida. A surplus of lettuce was produced. In total, winter production was slightly less than in 1960 but 9 percent more than the 1955-59 average. Frosts in the Imperial Valley of California and rains in the Lower Valley of Texas delayed volume during the early part of the season. As a result, prices were at moderate levels during most of December and early January. However, warm weather developed heavy volume by mid-January. Prices turned downward and were relatively low for the rest of the season in spite of marketing regulations in California under a State marketing order and in Texas under a Federal marketing order. Thirteen percent of the total winter crop was not marketed. Considerable quantities of winter season lettuce have not been marketed in each of the last three years. Growers should bear this record in mind when planning acreages for the 1962 crop.

1962 Guide: The 1962 guide is a planted acreage 15 percent below 1961 in California, Arizona and Texas and equal to 1961 in Florida. Such acreages with normal abandonment and 1956-60 average yields by states, would result in a production 14 percent below 1961.

WINTER LETTUCE CROPS EXCESSIVE

Production Exceeds Market Outlets



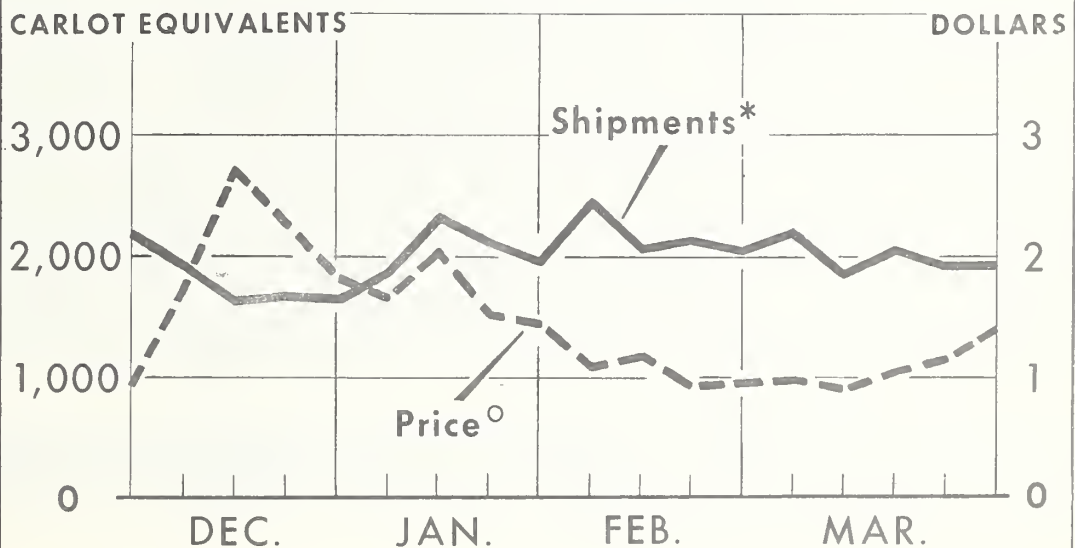
* NOT MARKETING DUE TO ECONOMIC CONDITIONS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 32-61 (7) AGRICULTURAL MARKETING SERVICE

LETTUCE SHIPMENTS AND PRICES

1961 Winter Season



* TOTAL U. S. RAIL AND TRUCK

^o DOLLARS PER CARTON (24'S), F.O.B. CALIF. SHIPPING POINTS.

U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 27-61 (7) AGRICULTURAL MARKETING SERVICE

1962 Acreage-Marketing Guides
Winter Vegetables

Green Peppers

(Florida)

Year	: Acreage : :Planted:For Harvest:	Yield : Per Acre	: :Production:	: Price	: Value
	(acres)	(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1962 Acreage Guide and Probable Production

(planted acreage 5 percent less than in 1961) 5,800

1/ 101 545

Background Statistics

1961 Prel.	6,100	5,900	120	<u>2</u> / 708	8.10	5,224
1960	5,100	4,600	98	451	13.00	5,863
1955-59 Average	5,940	4,840	89	442	15.36	5,440
1950-54 "	4,120	3,820	101	380	10.48	3,868

1/ 1959-61 average yield.

2/ Includes 63,000 cwt. not marketed in 1961 and excluded in computing value.

Comparisons and Comments: The combination of a moderate expansion of acreage and favorable growing conditions contributed to a record large production in 1961. The harvested acreage was 22 percent more than the 1955-59 average and yields were high. Production was slightly more than two-fifths above that in 1960 and the 1955-59 average. Marketings gained steadily through January as the rate of harvest in the Pompano area increased seasonally. Volume from the Ft. Myers area was limited somewhat by unfavorably cool weather in late January. Insect and disease problems caused more extensive losses in the less important Everglades area. From a high level in early January, market prices declined gradually to a low level late in the month and remained low during most of February as supplies were comparatively heavy. Average prices improved moderately during March but fluctuated widely from week to week in response to the quantity available. Season average prices received by growers were very low. Even with average yields, a modest reduction in acreage would be required in 1962 to provide a supply in line with winter market needs.

1962 Guide: The 1962 guide is a planted acreage 5 percent less than in 1961. Such an acreage with a normal abandonment of about 7 percent and a 1959-61 average yield will result in a production 23 percent less than in 1961 but 23 percent more than the 1955-59 average.

1962 Acreage-Marketing Guides
Winter Vegetables

Shallots

(Louisiana)

Year	: :Planted:	Acreage For Harvest:	: Yield : Per Acre	: :Production:	: Price :	: Value
	(acres)		(cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1962 Acreage Guide and Probable Production (planted acreage equal to 1961)	1,200		1/ 23	25		
<u>Background Statistics</u>						
1961 Prel.	1,200	1,000	22	22	6.50	143
1960	1,400	1,300	22	29	5.60	162
1955-59 Average	3,260	3,020	25	2/ 82	6.81	503
1950-54 "	3,440	3,440	25	87	9.60	819

1/ 1956-60 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 18 in 1955 and 12 in 1956.

Comparisons and Comments: The production and marketing of winter season shallots appears to be a marginal enterprise. Practically every year growers encounter major problems in producing a satisfactory crop. Periodic heavy rains and cold weather result in significant acreage losses and reductions in yields. Growers' reactions to these production difficulties have been a steady decline in acreage; plantings in 1961 were 14 percent less than in 1960 and about a third of the 1950-54 average. Although crop production is small, it frequently is more than adequate for available markets and prices are at low levels most of the season. Relatively poor quality during the winter months is an added obstacle to obtaining a suitable price. While the 1961 crop was 24 percent below 1960 and a fourth of the 1955-59 average, the season average price was only moderately above the low level in 1960. It is probable that growers will continue to experience trouble growing a good quality crop and there is little likelihood of any increase in market outlets. Prospects for a profitable operation should be considered limited.

1962 Guide: The 1962 guide is a planted acreage equal to 1961. Such an acreage, with normal abandonment of 10 percent and a 1956-60 average yield, will result in a production 14 percent more than in 1961.

1962 Acreage-Marketing Guides
Winter Vegetables

Spinach

(California, South Carolina and Texas)

Year	: Acreage : :Planted:For Harvest: (acres)	: Yield : : Per Acre : (cwt.)	: : :Production: (1,000 cwt.)	: : :Price : (\$ per (cwt.))	: : :Value (\$1,000)
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1962 Acreage Guide and
Probable Production

(see 1962 guide
below)

12,700

1/ 50

641

Background Statistics

1961 Prel.	12,150	10,150	56	566	7.83	4,431
1960	12,850	12,850	54	700	7.87	5,508
1955-59 Average	14,120	13,750	50	692	7.55	5,233
1950-54 "	27,550	19,526	39	2/ 747	6.77	5,005

1/ 1956-60 average yields by states.

2/ Includes the following quantities (in 1,000 cwt.) not marketed and excluded in computing value: 26 in 1952 and 9 in 1953.

Comparisons and Comments: Total plantings of winter season spinach continue to decline slowly. In Texas, the most important source of winter supplies, acreage has held within a narrow range since the mid-1950's. But reductions occur almost every year in South Carolina and California. While total acreage in 1961 was only slightly below 1960, production was down 19 percent. This reflected extensive acreage losses in Texas and relatively low yields in South Carolina and California because of adverse weather. Movement from Texas was below normal most of the season and good quality spinach sold at relatively high prices. Most of the California crop was marketed on the West Coast. Quality was below normal due to warm weather and prices to growers were moderately below a year earlier. Fresh spinach faces heavy competition from the frozen product. Supplies of frozen spinach were unusually heavy the past season and it is likely supplies will again be heavy in 1962. However growers should be able to market profitably a crop larger than in 1961. Assuming average yields and abandonment, sufficient supplies would result from a moderate acreage increase in Texas.

1962 Guide: The 1962 guide is a planted acreage 5 percent above 1961 in Texas and equal to 1961 in all other states. Such acreages, with no abandonment and 1956-60 average yields by states, will result in a production 13 percent larger than in 1961.

1962 Acreage-Marketing Guides
Winter Vegetables

Tomatoes

(Florida)

Year	: Acreage :		Yield :		: Price :	
	:Planted:	For Harvest:	Per Acre	:Production:	(\$ per	Value
	(acres)		(cwt.)	(1,000 cwt.)	(cwt.)	(\$1,000)

1962 Acreage Guide and

Probable Production

(planted acreage 10 percent
less than in 1961) 16,000

1/ 140

2,128

Background Statistics

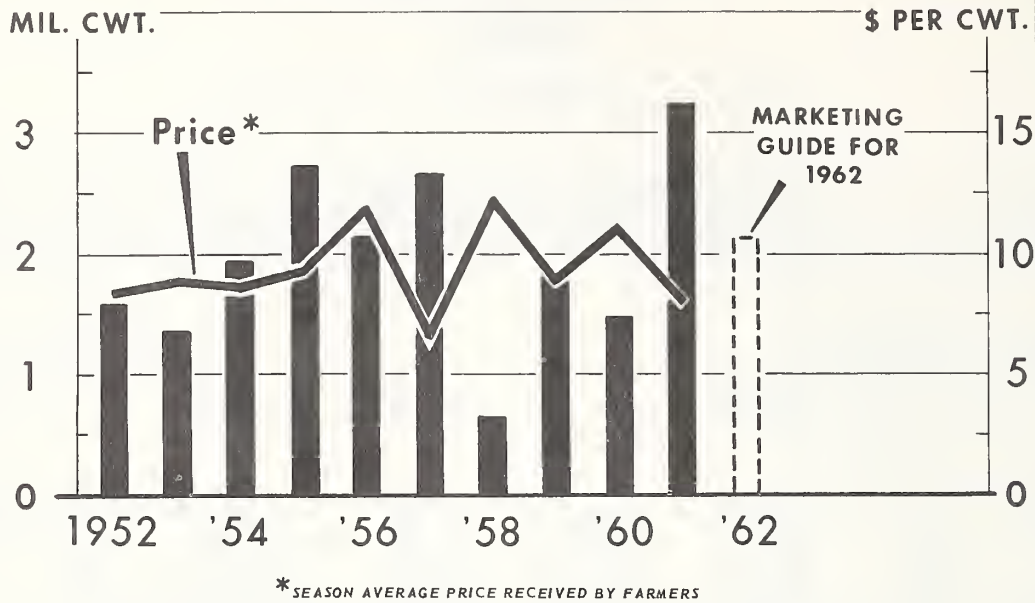
1961 Prel.	17,800	17,000	190	3,230	8.00	25,840
1960	11,600	10,700	140	1,498	11.00	16,478
1955-59 Average	20,400	17,700	110	1,995	9.71	18,326
1950-54 "	15,180	14,760	105	1,549	9.06	13,702

1/ 1957-61 average yield (1958 omitted because of heavy freeze).

Comparisons and Comments: Planted acreage was up sharply from 1960, when adverse weather limited plantings. Although 1961 acreage was not unduly excessive, unusually heavy yields resulted in a record large production. Shipping point prices opened at low levels and remained depressed until late February, when they improved to moderate levels. Further improvement occurred the second week in March, when prices rose to high levels and continued through most of the month. Florida shipments were heavy throughout the winter season. Mexican imports were considerably less than in 1960, but this reduction was more than offset by increased volume from Florida. The lighter movement from Mexico resulted from a freeze in the northern sections in mid-December which damaged a good portion of the crop in that area. Then rains in all areas during January 12-25 caused some crop damage and lowered quality. The weak domestic market which prevailed until March also discouraged imports. Florida growers received a low season average price in 1961. A sharp cutback in production is necessary in 1962 if growers are to receive favorable prices. Assuming average yields, some reduction in acreage would be desirable.

1962 Guide: The 1962 guide is a planted acreage 10 percent less than in 1961. Such an acreage, with a normal abandonment of 5 percent and a 1957-61 average yield (omitting 1958), will result in a production 34 percent less than 1961 but 7 percent more than the 1955-59 average.

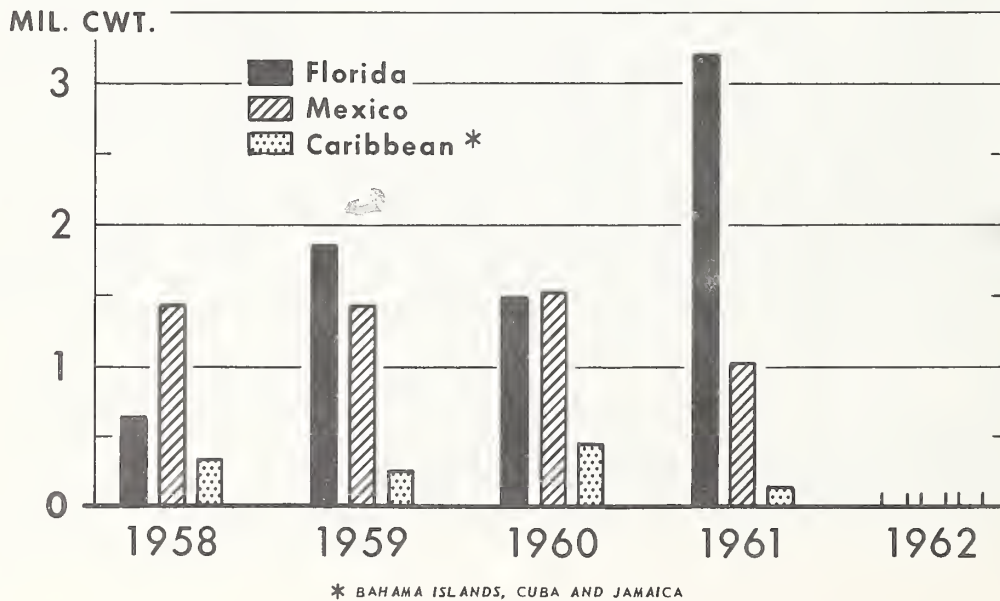
1961 WINTER TOMATO CROP RECORD LARGE FARM PRICE VERY LOW



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 31-61 (7) AGRICULTURAL MARKETING SERVICE

WINTER SEASON FRESH TOMATO SUPPLIES *Florida Production Plus Imports*



U. S. DEPARTMENT OF AGRICULTURE

NEG. AMS 29-61 (7) AGRICULTURAL MARKETING SERVICE

1962 Acreage-Marketing Guides
Winter Potatoes

(California and Florida)

Year	Acreage		Yield per	
	: Planted	: For Harvest	: Planted Acre	: Production
	(acres)		(cwt.)	(1,000 cwt.)

1962 Acreage Guide and
Probable Production
(see 1962 guide below)

California	13,200	13,200	1/ 188	2,482
Florida	10,200	10,200	1/ 129	1,316
Total	23,400	23,400	162	3,798

Background Statistics - Total:

1961 Prel.	24,100	23,500	181	4,354
1960	21,100	21,100	155	3,264
1955-59 Average	35,120	33,760	149	5,240

California:

1961 Prel.	13,900	13,900	220	3,058
1960	11,100	11,100	195	2,164
1955-59	18,300	18,300	161	2,950

Florida:

1961 Prel.	10,200	9,600	127	1,296
1960	10,000	10,000	110	1,100
1955-59	16,820	15,460	136	2,290

1/ 1959-61 average yield.

Comparisons and Comments: Winter potato production in 1961 in California was substantially higher than in 1960 due to a material increase in acreage and a record yield. In Florida, growers planted an acreage equal to that in 1960, and harvested a relatively small production. Heavy rains in January damaged the crop in Dade County and yields were reduced. Total winter production was a third more than the short 1960 crop but sharply below average. Three-fourths of the winter crop originated in California.

Shipments from south Florida started in late December, reached volume early in March and continued into the spring of 1961. Florida winter potatoes were shipped to markets throughout the country and into Canada. Prices received by growers in Florida ranged from \$3.10 to \$3.70 per hundredweight in the winter months. Harvest and marketing of the California winter crop extended from late fall into early spring. Most of the crop was marketed, as is usual, in intrastate outlets. Prices received by growers in California ranged from

\$2.30 to \$2.95 per hundredweight.

Prices received for new potatoes in the winter of 1960-61 averaged materially below those received in 1959-60, reflecting the larger production and the six percent larger storage holdings. Preliminary data indicate a significant increase in acreage of fall potatoes in 1961. With reasonably favorable weather, fall potato production in 1961 would total moderately higher than the large 1960 crop of 173.8 million hundredweight. With a larger production, storage holdings in the winter of 1961-62 would exceed those reported in 1960-61.

Because of the large fall potato production anticipated in western states, growers of winter potatoes in California should plan for moderately less acreage and production in 1962. In Florida, where the bulk of the winter production consists of red varieties, a 1962 production about as large as in 1961 should find ready outlets in eastern markets. In these markets, which are supplied mostly with round white varieties, there is a specific demand for new red potatoes.

1962 Guide: The 1962 guide is a planted acreage 5 percent less than in 1961 in California and equal to 1961 in Florida. Such an acreage, with 1959-61 average yield by states, will result in a production 13 percent less than in 1961.

